

# Tim Priest

**President and Chief Marketing Strategist at CMO Strategy Group**

Portland, OR, US

Planning a product launch and building brand in an era where everyone is a broadcaster and there are 9 billion communication channels.

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## Biography

Tim Priest is the founder and President of CMO Strategy Group. In his role he assists companies in developing marketing strategies that drive results. Priest's clients range from small enterprises to large companies and institutions. Priest is a marketing expert who enjoys collaborating to define and communicate the unique value of each product. Through this work he has lead numerous market research projects, product launches, and branding campaigns throughout North America, Europe, Israel, South America and Asia. Most recently Tim was President and chief executive officer of Greenlight Greater Portland, a regional program created to manage the brand image of greater Portland, attract and retain companies. As the CMO for the region, Priest defined the strategies for marketing the region and developed the work plan to implement these strategies. Tim and his team defined the Portland region's unique value proposition and lead the effort to attract national and international companies to greater Portland and retain the existing base. Prior to joining Greenlight, Priest was the executive director for The Greater Washington Initiative (GWI), the branding and marketing entity for Northern Virginia, suburban Maryland, and Washington, D.C. During his last year as executive director, Priest and his team received an award from Site Selection Magazine for being one of the top 10 economic development groups in the country, based on jobs gained, innovative programs and customer service. Drawing on his strong research and economics background, Priest has co-authored numerous economic reports. The Financial Times, Washington Times, Washington Post, Los Angeles Times, USA Today, Associated Press and other national and international media have reported on his work. Tim Priest is an accomplished speaker and has engaged audiences in North America, Europe, Asia and the Mid-East. He has given talks on branding, product launch strategy, and rebuilding brand in the wake of a crisis.

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## Availability

Keynote, Moderator, Panelist, Workshop

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## Industry Expertise

Public Relations and Communications, Advertising/Marketing, Corporate Leadership

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